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88-7FM BUSINESS AND CHURCH PARTNERSHIP POLICIES

Business Partnership is a freely given grant from a business or a church to help cover the operating costs of Spirit FM. It is not solicited or billed, but we do provide receipts once a month. Since we do not send out invoices, we strongly recommend that businesses and churches sign up for Auto Draft giving. This insures that your donation will be made in a timely manner each month and you will receive the acknowledgments you are entitled to have aired. It must also be stressed that in accepting a partnership grant, 88-7FM does not enter into a commercial arrangement with the business or church. The spirit of the FCC law is that grant acknowledgments are to inform the public of the source of station support, not to induce listeners to patronize the business. 88-7FM reserves the right to accept or reject any grants.

The following policies govern the on-air grant acknowledgments:

General Partnership Grants

1. Minimum donation grant required to receive grant acknowledgment is \$30.
2. Acknowledgments will be read on the air following receipt of the partnership grant.
3. Acknowledgments will consist of the NAME OF THE BUSINESS and its LOCATION.

These exceptions are permitted:

- a) If the product or service of the business is not inherent in its name, 88-7FM can mention that product or service in generic terms, without using qualitative adjectives.
 - b) If the business does not have a retail location, a phone number may be given.
 - c) CHURCH ACKNOWLEDGMENTS may include information with service times.
4. Even though 88-7FM is only required to acknowledge any given grant one time, we have established five levels of Business and Church Partnership:

BRONZE	\$30/month	2 acknowledgments
SILVER	\$75/month	6 acknowledgments
GOLD	\$150/month	13 acknowledgments
PLATINUM	\$300/month	30 acknowledgments
DIAMOND	\$500/month	60 acknowledgments
 5. General partnership acknowledgments are read twice each hour, with up to four being read consecutively each time.

Specific Program Sponsorship

- 1) A short program - such as the "Dave Ramsey Daily Money Makeover," "Family 411 with Joneal Kirby," or Proverbs31 - can be underwritten for a monthly donation of \$350. This kind of sponsorship provides an acknowledgment within the program's promo.
- 2) A two hour weekend specialty program - such as the Weekend Top 25 or CM Rewind - can be underwritten for \$400 per month. A weekend program sponsor will receive at least two acknowledgments.

We appreciate our business and church partners and consider them a part of the 88.7FM family!